



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321428

Schedule Dates	10/22/12-10/28/12	Date Entered	07/10/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/11/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	C2C28 GOV (132631)	Headline #	06221199
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN, LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/C2C28	Commission	\$5,913.75
Account Types	National/Political	Net Total	\$33,511.25
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	50	\$39,425.00
Grand Total:	50	\$39,425.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / Spot	10/26/12-10/26/12	5	:30	11P- 11:35P (EST)								1	1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
3.0	Normal Line / Spot	10/26/12-10/26/12	6	:30	12P- 1P (EST)						1			1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
5.1	Normal Line / Spot	10/26/12-10/26/12	6	:30	6P- 6:30P (EST)						1			1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	8/7/12
6.1	Normal Line / Spot	10/26/12-10/26/12	6	:30	7A- 8A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
7.1	Normal Line / Spot	10/22/12-10/22/12	6	:30	11P- 11:35P (EST)		1							1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
10.1	Normal Line / Spot	10/22/12-10/22/12	6	:30	7A- 8A (EST)		1							1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
11.1	Normal Line / Spot	10/22/12-10/22/12	6	:30	8P- 10P (EST)		1							1	\$4,800.00	\$4,800.00	Charlotte (WSOC)	DWTS	8/7/12
12.1	Normal Line / Spot	10/27/12-10/27/12	6	:30	7A- 8A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	8/7/12
13.1	Normal Line / Spot	10/27/12-10/27/12	6	:30	8A- 9A (EST)							1		1	\$400.00	\$400.00	Charlotte (WSOC)	GMA SATURDAY	8/7/12
13.1.1	Preempt	10/27/12															Charlotte (WSOC)	No Avail/Exception *	
14.1	Normal Line / Spot	10/28/12-10/28/12	6	:30	11P- 11:35P (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)	SUN LATE NEWS	8/7/12
15.1	Normal Line / Spot	10/28/12-10/28/12	6	:30	6P- 6:30P (EST)								1	1	\$925.00	\$925.00	Charlotte (WSOC)	6P NEWS SUNDAY	8/7/12
16.1	Normal Line / Spot	10/28/12-10/28/12	6	:30	7A- 8A (EST)								1	1	\$250.00	\$250.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	8/7/12
17.0	Normal Line / Spot	10/25/12-10/25/12	6	:30	12P- 1P (EST)							1		1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	C22C28 GOV (132631)	Headline #	06221199
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN,LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/C22C28	Commission	\$5,913.75
Account Types	National/Political	Net Total	\$33,511.25
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)		
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.1	Normal Line / Spot	10/25/12-10/25/12	6	:30	7A- 8A (EST)					1				1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
20.0	Normal Line / Spot	10/23/12-10/23/12	6	:30	12P- 1P (EST)			1						1	\$245.00	\$245.00	Charlotte (WSOC)	EYEWITNESS NEWS	7/10/12
22.1	Normal Line / Spot	10/23/12-10/23/12	6	:30	6P- 6:30P (EST)			1						1	\$900.00	\$900.00	Charlotte (WSOC)	6P NEWS	8/7/12
23.1	Normal Line / Spot	10/23/12-10/23/12	6	:30	7A- 8A (EST)			1						1	\$700.00	\$700.00	Charlotte (WSOC)	GMA	8/7/12
24.1	Normal Line / Spot	10/24/12-10/24/12	6	:30	11P- 11:35P (EST)				1					1	\$750.00	\$750.00	Charlotte (WSOC)	EYEWITNESS NEWS	8/7/12
27.1	Normal Line / Spot	10/24/12-10/24/12	6	:30	7A- 8A (EST)			1							\$700.00		Charlotte (WSOC)	GMA	8/7/12
27.1.1	Preempt	10/24/12															Charlotte (WSOC)	No Avail/Exception -	
31.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	5P- 5:30P (EST)		1	1	1	1	1			5	\$700.00	\$3,500.00	Charlotte (WSOC)		8/7/12
32.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	6A- 7A (EST)		1	1	1	1	1			5	\$750.00	\$3,750.00	Charlotte (WSOC)		8/7/12
33.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	7A- 8A (EST)		1	1	1	1	1			4	\$700.00	\$2,800.00	Charlotte (WSOC)		8/7/12
33.0.1	Preempt	10/26/12															Charlotte (WSOC)	No Avail/Exception -	
34.0	Normal Line / Spot	10/22/12-10/24/12	6	:30	12P- 1A (EST)		1		1					2	\$245.00	\$490.00	Charlotte (WSOC)		8/7/12
37.0	Normal Line / Spot	10/22/12-10/22/12	6	:30	10P- 11P (EST)		1							1	\$3,500.00	\$3,500.00	Charlotte (WSOC)		8/7/12
38.0	Normal Line / Spot	10/22/12-10/25/12	6	:30	6P- 6:30P (EST)		1		1	1				3	\$900.00	\$2,700.00	Charlotte (WSOC)		8/7/12

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Brand C22C28 GOV (132631)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name HANLEN,LINDSAY
Phone/Fax /
CPE MCCRO/ORDR/C22C28
Account Types National/Political
Billing Type Standard
Comments MCCROTRY FOR GOVERNOR
MCCROTRY FOR NC GOVERNOR

Date Entered 07/10/12
Last Modified 10/11/12
Entered By Jill Hipskind
CO-OP No
Headline # 06221199
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,913.75
Net Total \$33,511.25
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012
Grand Total :
Spots 50
Rate \$39,425.00
\$39,425.00

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39.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	11:30P-12:05A (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)		8/7/12
41.0	Normal Line / Spot	10/27/12-10/27/12	6	:30	12P-12:30P (EST)							1		1	\$200.00	\$200.00	Charlotte (WSOC)		8/7/12
42.0	Normal Line / Spot	10/28/12-10/28/12	6	:30	12P-12:30P (EST)								1	1	\$200.00	\$200.00	Charlotte (WSOC)		8/7/12
43.0	Normal Line / Spot	10/23/12-10/25/12	6	:30	11P-11:35P (EST)			1		1				2	\$750.00	\$1,500.00	Charlotte (WSOC)		8/7/12
48.0	Normal Line / Spot	10/23/12-10/26/12	6	:30	8A-9A (EST)			1		1	1			3	\$600.00	\$1,800.00	Charlotte (WSOC)		8/7/12
49.0	Normal Line / Spot	10/22/12-10/26/12	6	:30	5:30P-6P (EST)		1	1	1	1	1			5	\$750.00	\$3,750.00	Charlotte (WSOC)		8/7/12

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